

UNITED STATES DEPARTMENT OF THE INTERIOR  
NATIONAL PARK SERVICE

PH0675229

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RECEIVED APR 11 1979 JUN 12 1979  
DATE ENTERED

NATIONAL REGISTER OF HISTORIC PLACES  
INVENTORY -- NOMINATION FORM

SEE INSTRUCTIONS IN HOW TO COMPLETE NATIONAL REGISTER FORMS  
TYPE ALL ENTRIES -- COMPLETE APPLICABLE SECTIONS

1 NAME

HISTORIC Henry Clay and Bock & Company Ltd Cigar Factory

AND/OR COMMON

LOCATION

STREET & NUMBER

507 Grand Street

NOT FOR PUBLICATION

CITY, TOWN

CONGRESSIONAL DISTRICT

Trenton

VICINITY OF

STATE

CODE

COUNTY

CODE

New Jersey

Mercer

CLASSIFICATION

CATEGORY	OWNERSHIP	STATUS	PRESENT USE
<input type="checkbox"/> DISTRICT	<input type="checkbox"/> PUBLIC	<input checked="" type="checkbox"/> OCCUPIED	<input type="checkbox"/> AGRICULTURE
<input checked="" type="checkbox"/> BUILDING(S)	<input checked="" type="checkbox"/> PRIVATE	<input type="checkbox"/> UNOCCUPIED	<input type="checkbox"/> MUSEUM
<input type="checkbox"/> STRUCTURE	<input type="checkbox"/> BOTH	<input type="checkbox"/> WORK IN PROGRESS	<input type="checkbox"/> COMMERCIAL
<input type="checkbox"/> SITE	<input type="checkbox"/> PUBLIC ACQUISITION	<input type="checkbox"/> ACCESSIBLE	<input type="checkbox"/> EDUCATIONAL
<input type="checkbox"/> OBJECT	<input type="checkbox"/> IN PROCESS	<input checked="" type="checkbox"/> YES: RESTRICTED	<input type="checkbox"/> ENTERTAINMENT
	<input type="checkbox"/> BEING CONSIDERED	<input type="checkbox"/> YES: UNRESTRICTED	<input type="checkbox"/> GOVERNMENT
		<input type="checkbox"/> NO	<input type="checkbox"/> INDUSTRIAL
			<input type="checkbox"/> MILITARY
			<input checked="" type="checkbox"/> OTHER: ware-house

OWNER OF PROPERTY

NAME

Thornwood Corporation

STREET & NUMBER

507 Grand Street

CITY, TOWN

STATE

Trenton

VICINITY OF

New Jersey

LOCATION OF LEGAL DESCRIPTION

COURTHOUSE,  
REGISTRY OF DEEDS, ETC.

Mercer County Courthouse

STREET & NUMBER

209 S. Broad St.

CITY, TOWN

STATE

6 REPRESENTATION IN EXISTING SURVEYS

TITLE An inventory of Historic Engineering and Industrial Sites - Trenton, New Jersey

DATE

1978

FEDERAL STATE COUNTY LOCAL

DEPOSITORY FOR  
SURVEY RECORDS

Planning Office

10 Capitol Place

CITY, TOWN

Trenton

STATE

N.J.

# 7 DESCRIPTION

CONDITION		CHECK ONE	CHECK ONE
<input type="checkbox"/> EXCELLENT	<input type="checkbox"/> DETERIORATED	<input type="checkbox"/> UNALTERED	<input checked="" type="checkbox"/> ORIGINAL SITE
<input checked="" type="checkbox"/> GOOD	<input type="checkbox"/> RUINS	<input checked="" type="checkbox"/> ALTERED	<input type="checkbox"/> MOVED      DATE _____
<input type="checkbox"/> FAIR	<input type="checkbox"/> UNEXPOSED		

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DESCRIBE THE PRESENT AND ORIGINAL (IF KNOWN) PHYSICAL APPEARANCE

The former cigar factory of Henry Clay and Bock & Company, Ltd, is a Spanish Colonial Revival building on a landscaped lot, located in one of Trenton's residential districts. Francisco and Jacobus, an architectural firm from New York, designed the factory both to serve hand production processes in a climatically controlled environment, and to project a symbolic image. As announced in 1932, the building's "character will be Spanish, adapted to the ornamentation of a modern daylight factory."

The styling derived from the company's desire to emphasize the Cuban origin of its tobacco and brands, for the transfer of cigar production to Trenton from Havana sacrificed the "Made in Havana" distinction. As the Trenton Chamber of Commerce magazine reported, "It is not only in the product that we are reminded of the Cuban capitol, but in the construction of the factory itself."

The U-shaped, reinforced concrete building achieves its intended character through the "Spanish" elements of its center courtyard, the pyramidal tower roofs and corner pents of clay tiles, the ornate entrance-way with wrought iron gates and lamps, the sham balconies, and the columns dividing the tripartite windows. The courtyard features an arcaded loggia to which stairs curve around a shallow pool. Before alteration, the reception room included a topographical map of Cuba and dioramas depicting the processing of tobacco. Rose bushes, some fruit trees, and an alley of cedar trees leading to the entrance remain on the landscaped grounds. Though poorly maintained now, the place once was, in the words of the Trenton Times, "a scene of tropical brilliance."

The plant is two stories high over a raised basement in front, with the back back section four stories over basement (an extension added during construction of the main block). Flat roofs top the building. The recessed fourth floor contained a dining room with a view over the city. Inside, massive circular columns divide the large expanses of space. Among the rooms are large cedar-lined conditioning and storage vaults, and a basement room constructed of steel which probably served fumigating purposes. High humidity and constant temperatures, said to duplicate the atmospheric conditions of Havana, were maintained by the air conditioning system.

# 8 SIGNIFICANCE

PERIOD	AREAS OF SIGNIFICANCE -- CHECK AND JUSTIFY BELOW			
<input type="checkbox"/> PREHISTORIC	<input type="checkbox"/> ARCHEOLOGY-PREHISTORIC	<input type="checkbox"/> COMMUNITY PLANNING	<input type="checkbox"/> LANDSCAPE ARCHITECTURE	<input type="checkbox"/> RELIGION
<input type="checkbox"/> 1400-1499	<input type="checkbox"/> ARCHEOLOGY-HISTORIC	<input type="checkbox"/> CONSERVATION	<input type="checkbox"/> LAW	<input type="checkbox"/> SCIENCE
<input type="checkbox"/> 1500-1599	<input type="checkbox"/> AGRICULTURE	<input type="checkbox"/> ECONOMICS	<input type="checkbox"/> LITERATURE	<input type="checkbox"/> SCULPTURE
<input type="checkbox"/> 1600-1699	<input checked="" type="checkbox"/> ARCHITECTURE	<input type="checkbox"/> EDUCATION	<input type="checkbox"/> MILITARY	<input type="checkbox"/> SOCIAL/HUMANITARIAN
<input type="checkbox"/> 1700-1799	<input type="checkbox"/> ART	<input type="checkbox"/> ENGINEERING	<input type="checkbox"/> MUSIC	<input type="checkbox"/> THEATER
<input type="checkbox"/> 1800-1899	<input type="checkbox"/> COMMERCE	<input type="checkbox"/> EXPLORATION/SETTLEMENT	<input type="checkbox"/> PHILOSOPHY	<input type="checkbox"/> TRANSPORTATION
<input checked="" type="checkbox"/> 1900-	<input type="checkbox"/> COMMUNICATIONS	<input checked="" type="checkbox"/> INDUSTRY	<input type="checkbox"/> POLITICS/GOVERNMENT	<input type="checkbox"/> OTHER (SPECIFY)
		<input type="checkbox"/> INVENTION		

SPECIFIC DATES

BUILDER/ARCHITECT

## STATEMENT OF SIGNIFICANCE

The cigar factory of Henry Clay and Bock & Company is the most distinctively designed industrial building in Trenton and a fine example of its style. It was constructed to house the hand production of fine cigars, which were of wide renown. Though built as recently as 1932, this building's significance merits its listing on the National Register.

The Henry Clay and Bock & Company manufactured a group of quality cigars, including the La Corona, Henry Clay, Bock, and Village Brands, among others. Production of these cigars originated in Cuba, where the La Corona brand had been established in 1845. By 1904, these brands and the Henry Clay and Bock & Company firm were the property of the American Cigar Company, as was much of the best established one of its domestic cigar factories in Trenton in 1901, was in turn controlled by the American Tobacco Company.

In 1932, in order to benefit from lower import duties, to obtain a more regular labor supply, and to seek expanded markets through the resultant price reductions, the American Tobacco Company moved its fine cigar production to Trenton. All planting and processing of the tobacco remained in Cuba, with manufacturing alone conducted here. The new factory was built elaborately, in part to counter a possible loss of status due to the shift of manufacturing from Havana. The building was described as "the most modern cigar rolling plant in the world, 55 miles southwest of New York, in Trenton, New Jersey."

As many as 3,000 people worked here during the peak years of the 1930's, with many of the workers living in the surrounding Chambersburg district in Trenton. The company produced as much as one quarter of the fine cigar market in the United States.

The factory is an excellent example of twentieth century electric design, with elements of an historical style applied to a modern operation for symbolic purposes. Aside from the architectural styling itself, the landscaped location within a residential neighborhood makes this unusual plant an amenity in its district.

# 9 MAJOR BIBLIOGRAPHICAL REFERENCES

"La Corona" Fortune magazine, February 1933, p. 74-77, 109, 110.  
Sold America! The First Fifty years. The American Tobacco Company, 1954  
The Story of La Corona. Henry Clay and Bock & Company, Ltd, 1933  
Trenton magazine, July 1932, p. 5; December 1932, p. 16.  
The Trenton Times, February 25, 1933; November 12, 1966.

# 10 GEOGRAPHICAL DATA

ACREAGE OF NOMINATED PROPERTY 2.4 acres

QUADRANGLE NAME Trenton East

QUADRANGLE SCALE 1: 24,000

UTM REFERENCES

A 

1	18	5	2	1	6	4	10	4	4	5	0	1	0	0
ZONE				EASTING				NORTHING						

B 

ZONE				EASTING				NORTHING					

C 

ZONE				EASTING				NORTHING					

D 

ZONE				EASTING				NORTHING					

E 

ZONE				EASTING				NORTHING					

F 

ZONE				EASTING				NORTHING					

G 

ZONE				EASTING				NORTHING					

H 

ZONE				EASTING				NORTHING					

## VERBAL BOUNDARY DESCRIPTION

A roughly triangular piece of land bounded by Grand Street on the North, Virginia Avenue on the West, and Smith Street and a line running between Smith and Grand Streets on the South and East.

LIST ALL STATES AND COUNTIES FOR PROPERTIES OVERLAPPING STATE OR COUNTY BOUNDARIES

STATE	CODE	COUNTY	CODE

# 11 FORM PREPARED BY

NAME / TITLE  
 Gary Wolf, architectural historian

August 26, 1976

ORGANIZATION  
 Trenton Industrial Sites Survey, c/o Trenton Dept. of Planning & Devt

STREET & NUMBER  
 10 East Capitol Street

TELEPHONE  
 393-9800

CITY OR TOWN  
 Trenton

STATE  
 New Jersey

# 12 STATE HISTORIC PRESERVATION OFFICER CERTIFICATION

THE EVALUATED SIGNIFICANCE OF THIS PROPERTY WITHIN THE STATE IS:

NATIONAL

STATE

LOCAL

As the designated State Historic Preservation Officer for the National Historic Preservation Act of 1966 (Public Law 89-665), I hereby nominate this property for inclusion in the National Register and certify that it has been evaluated according to the criteria and procedures set forth by the National Park Service.

Deputy  
 STATE HISTORIC PRESERVATION OFFICER SIGNATURE

*Garry Wolf*  
*Deputy State Hist Pres Officer*

3-29-77

TITLE

DATE

FOR NPS USE ONLY

I HEREBY CERTIFY THAT THIS PROPERTY IS INCLUDED IN THE NATIONAL REGISTER

KEEPER OF THE NATIONAL REGISTER

DATE 6/10/79

ATTEST:

CHIEF OF REGISTRATION

DATE June 12, 1979

UNITED STATES DEPARTMENT OF THE INTERIOR  
NATIONAL PARK SERVICE

**NATIONAL REGISTER OF HISTORIC PLACES  
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CONTINUATION SHEET

ITEM NUMBER

PAGE #2

Alterations include the blocking up of nearly all the windows, and changes in the reception and office areas. Despite being designed with the capability to accommodate an additional story, the building was never expanded. In 1967, the cigar factory was closed, with plant obsolescence given as the reason for transferring operations to a new factory in Pennsylvania. The Thornwood Corporation purchased the building in 1970, and it has been used since as a warehouse for the Hibbert Company, a printing and distributing firm.